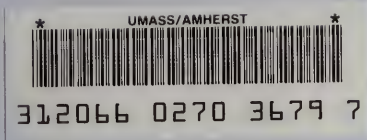


MASS. G12.2 : B49 / 994 ✓



The Massachusetts Bicycle Safety Alliance

Bicycle Coalition of Massachusetts

*Childhood Injury Prevention Program,
Boston Health & Hospitals*

Ferris Wheels Bicycle Shop

Governor's Bicycle Advisory Board

Governor's Highway Safety Bureau

Greater Boston SAFEKIDS Coalition

*Injury Prevention & Control Program,
Mass. Dept. of Public Health*

Kiwanis Pediatric Trauma Institute

Lexington Bicycle Safety Program, Inc.

*Mass. Chapter,
American Academy of Pediatrics*

Mass. Dept. of Education

Mass. Head Injury Association

Mass. Highway Department

Mass. Medical Society

Mass. Medical Society Alliance

Mass. Parent Teacher Student Association

Mass. Safety Officers Association

*National Highway Traffic
Safety Administration*

Scituate Bicycle Safety Program

Senator Lois Pines' Office

U.S. Consumer Product Safety Commission

Western Mass. SAFEKIDS Coalition

William Saltonstall

BIKE HELMET OPTIONS GUIDE

A How-to Guide for Purchasing Bike Helmets
Spring 1994



943/404

This guide is intended to be a resource for groups wishing to buy bike helmets in bulk or individually. This guide does not include all manufacturers and retailers offering bike helmets. All information is accurate at the time of printing this guide. Check with manufacturers for special promotions and changes in prices. These materials may be reproduced without permission.

For additional information, call the Massachusetts Passenger Safety Program's toll free number at 1-800-227-7233.

Acknowledgments:

Thanks to Stefanie Valovic and the Childhood Injury Prevention Program of the City of Boston. Thanks to The Governor's Highway Safety Bureau for printing and to members of the Massachusetts Bicycle Safety Alliance.



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Massachusetts Bicycle Safety Alliance Bike Helmet Options Guide Summary Chart

	Price Range	Shipping & Handling	Colors	Graphics	Certification	Support materials	Minimum order	Crash Replacement	Custom Packaging	Page
Ride Safe School Program	\$14.00-\$29.95	Free for orders over 24	purple, teal, pink, blk, white, & more	free decals w/each helmet	ANSI ASTM	yes	none	3 year	yes	2
Ride Safe Bulk Purchase	\$12.95-\$29.95	Free for orders over 24	purple, teal, pink, blk, white, & more	decals kits \$2.00 each	ANSI ASTM	no	none	3 year	yes	3
Cycle Right Bell Sports Coupons	Discount coupon: \$10.00 off	none	depends on retailer	depends on retailer	depends on retailer	no	none	avail.	no	4
Cycle Right Helmet Purchase	\$13.00-\$15.95	Free for 50+ orders	white blue black	none	ASTM Snell	yes	none	avail.	yes	4
SafeTech Bicycle Safety Offer	\$15.95	\$3.50 per item	white yellow pink	none	ANSI	no	none	lifetime	yes	5
SafeTech Group Discount	\$13.00-\$19.95	Free for 51+ orders	white yellow pink	none	ANSI	yes	12 items	lifetime		6
Shinn & Associates SafetyCoalitionOffer	\$13.00	Free for orders over \$395.00	purple white black pink green	rainbow decals	ANSI Snell CAS TUV ASTM	yes	\$100.00	3 year	no	8
Shinn & Associates Direct Quantity	\$13.95-\$17.95	Free for orders over \$395.00	purple white black pink green	rainbow decals, shokers, trans & bears	ANSI Snell CAS TUV ASTM	yes	30 items	3 year	no	9
American Safety & Health Promotions	\$11.00-\$24.80	approx. \$0.70/helmet	a wide variety	dinosaur comets, firestream & more	ANSI Snell	no	8 items	avail.	no	9
Safe Moves	\$19.95 10% off orders of 24 and over	\$5.75 for orders up to \$30.00	white with red, yellow and green stripes	removable limelight avail. for \$9.95	ANSI Snell	no	none	call for details	no	11

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

RIDE SAFE

30 W 260 Butterfield Rd. #212

Warrenville, IL 60555

800-285-RIDE or 708-393-4937 Fax: 708-393-4905

Ride Safe offers two options, one for bulk orders, and the other for schools. The school offer includes additional educational and other materials.

Features (for both option offers)

- ANSI and ASTM Certified helmets made in USA for Ride Safe by Bell Sports, Inc.
- Reflective sticker
- Three sizes of adjustment pads for optimum fit
- Easy to use adjustable straps
- No minimum order
- No shipping and handling charges on orders of 25 or more
- Ride Safe Satisfaction Guarantee: if anyone becomes dissatisfied with their helmet at any time for any reason, it can be returned to Ride Safe with a note explaining the reason. The purchase price will be refunded.
- Three year free crash replacement policy

Helmet	Size	Style
RS1000 Toddler	18-1/4" to 19-1/4"	White only. White foam base
RS1000	Sm: 19-1/2" to 20-3/4" Med: 20-1/2" to 22-3/4" Lrg: 22-1/2" to 24"	All 3 sizes: Pink, Purple, Teal, Black, or White. White foam base
RS2000	Med: 20-1/2" to 22-3/4" Lrg: 22 1/2" to 24"	Both sizes: Pink, Purple, Teal, Black or White. 360 degrees of reflective tape for added visibility. Dark Gray foam base
RS3000	Med: 20-1/2" to 22-3/4" Lrg: 22-1/2" to 24"	Pearlized colors: Pearl White and Metallic Blue. 360 degrees of reflective tape for added visibility. Dark Gray foam base
Hyperskate	Med: 20-1/2" to 22-3/4"	A.N.S.I. only. Purple, Black, Silver and Blue Splatter graphic design. Teardrop aerodynamic shape. In-Line skate helmet can also be used for bicycling. Dark Gray foam base.

In Liner	Lrg: 22-1/2" to 24-1/4"	A.N.S.I. only. Multicolor black and blue graphic design. Lightweight, teardrop aerodynamic shape In-Line skate helmet can also be used for bicycling
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Terms (for both options)

- Payment is due with your order by single check from your organization.
P.O.s will be accepted from government agencies -Net 30, 1% per month late fee.
- Delivery will be via UPS within 2 weeks from our receipt of your order.

Ride Safe School Bicycle Helmet Program

(Jan. 1, 1994 - July 31, 1994)

Peer pressure approach to get children and their parents to wear helmets. Program Guide provides step by step instructions on helmet promotion. Support materials customized for an elementary school PTA/PTO are provided free.

Features

- Fun Ride Safe Helmet Design Decal Kits - Choice of one included free with each RS1000 and RS2000 helmet ordered
- No minimum order
- Custom packaging - helmets are labeled by family order and packed alphabetically by family or teacher for easy distribution
- Free RS2000 Bicycle Helmet to use as a sample
- Free Ride Safe News Flyers for parents include bike safety info., cut off tape measure and color pictures of helmets
- Free Bikecentennial Bike Rodeo Guide
- Ten Free Helmet Decal Kit Coupons for police ticketing program
- Free bike safety videos: Before the Fall and The Ride Safe Way to Fit a Bicycle Helmet
- Free RS 1000 helmet for poster contest prize
- Free Ride Safe Four Coloring Poster Master

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Pricing

All helmets except low income orders count toward the quantity discount level

Helmets	Qty	RS1000	RS2000	RS3000	Hyperskate/In Liner
Level 1	1-74	\$16.95	\$19.95	\$24.95	\$29.95
Level 2	75-199	\$15.95	\$18.95	\$24.95	\$29.95
Level 3	200-499	\$14.95	\$17.95	\$24.95	\$29.95
Level 4	500+	call for quote			
Low income*		14.00 each			

Extra Ride Safe Helmet Design Decal Kits \$2.00 each -any quantity
(Decals free with each helmet)

*Low income helmet (RS1000 only) ordered are for students who qualify for the "Free Lunch" program and must be placed with original group order. Low income orders do not count toward the quantity discount level.

Terms

- Payment is due with your order by single check from your organization
- Delivery will be via UPS within 2 weeks from our receipt of your order

Ride Safe Bulk Purchase Program

(January 1, 1994 - July 31, 1994)

Without free bicycle safety materials, parents flyers and custom packaging. Works well for groups that are purchasing helmets to give away or sell at events.

Pricing

All helmets ordered count toward quantity discount level

Helmets	Qty.	RS1000	RS2000	RS3000	Hyperskate/In Liner
Level 1	1-24	\$15.95	\$18.95	\$24.95	\$29.95
Level 2	25-74	\$13.95	\$16.95	\$24.95	\$29.95
Level 3	75-499	\$12.95	\$15.95	\$24.95	\$29.95

Ride Safe Helmet Design Decal Kits

\$2.00 each - any quantity

Shipping and Handling Charges - Free shipping on all orders that include 25 or more helmets. Free shipping on decal kits. Add \$3.00 for the first item ordered and \$1.00 for each additional item for all orders of less than 25 helmets.

CYCLE RIGHT

Bell Sports
1001 Waterman Avenue
East Providence, RI 02914
1-800-283-4KID

Option #1 Bell Sports Helmet Coupons

Bell Sports Helmet Coupons give your students/group members a \$10.00 discount on any Bell helmet models - in any color or size. Coupons are redeemable at the authorized Bell Sports dealer(s) listed on the coupon. Dealers will be located in your area and be chosen by Cycle Right (dealers are chosen for outstanding community assistance and inventory of Bell Helmets). All helmets are A.S.T.M. and Snell-certified.

Call the Cycle Right hotline: 1-800-283-4KID, 3-4 weeks in advance of distribution date, you will be given a listing of dealers in your area. You will be able to select up to five dealers to go on one coupon. The authorized Bell helmet dealer will then be notified.

Coupons are valid for two months from their issue date.

Option #2 Cycle Right Helmet Purchase

Features

- A.S.T.M. and Snell certified
- White, Blue and Black
- Sizing pads for a precise fit
- Minimum order of 12
- Shipping and handling included
- 1-800 number for any questions
- Hand out resources available
- Individually boxed
- "Crash" replacement available

Size	Age	Colors
Child	4-8	White with stickers*
Youth	8-12	Blue, White
Young Adult	12 and over	White, Black

All have white foam bases

*Children's size comes with a sticker kit

Pricing

Suggested organization price - \$19.95 (includes shipping and handling)

Pricing may vary, never priced above \$19.95

Terms

- Call the Cycle Right hot line 3-4 weeks before you require delivery
- Payment arrangements are made through Bell Sports authorized dealer
- Helmets can be drop-shipped to any location
- Allow 2-3 weeks for delivery

SafeTech

6370 Nancy Ridge Drive

Suite 111

San Diego, CA 92121

800-677-2526 or 619-677-7800

MA Sales Representative:

Ginny Hamilton

508-474-9188

Fax: 508-470-1960

SafeTech Bicycle Safety Offer

Appropriate for individual and small orders

Features

- ANSI approved
- White, Safety Yellow, and Protective Pink
- Sizing pads inside to ensure proper fit
- Lifetime Impact Replacement Policy: if your SafeTech helmet is ever involved in an accident, it can be returned for a free inspection and replacement.

Pricing

Style	Head size	Price
SafeTech Small	18-1/8" to 20-7/8"	\$15.95
SafeTech Medium	20-1/2" to 22-1/2"	\$15.95
SafeTech Large	22" to 24-1/4"	\$15.95

Add \$3.50 per item shipping and handling

Terms

Allow 4 weeks for delivery

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

SafeTech Group Discount Program

Appropriate for group orders of 12 or more.

Features

- ANSI approved
- White, Yellow, Pink
- School distribution plan design
- Lifetime Replacement Policy (see above)

Pricing

Quantity Discount Schedule:

Quantity	Price	Shipping & Handling	Explanation
Any Quantity	\$15.95	+\$3.50 ea.	Individual orders received and shipped to one address.
12 to 50	\$13.00	+ Freight	
51 or more	\$13.00	Free Freight	
500 or more	call for information on quantity discount		

Terms

Any combination of colors (white, yellow, pink) can be applied to quantity discount order

SHINN & ASSOCIATES INC.

2154 Commons Parkway
Okemos MI 48864
800-955-8870 or 517-349-5575
Fax: 517-349-7444

Four options offering Headwinds helmets manufactured by Cycle Products Company of Commack, NY.

Features (for all 4 offers)

- Meet ANSI, Snell, CAS (Canada), TUV (Europe), and ASTM (Toy) Standards
- Super Reflex rear reflector
- White, Black, Green, Purple, and Pink
- Three sets of adjustable sizing pads
- Quick-release buckle

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

- Individually boxed.
- Insurance: helmets covered by a comprehensive \$3-million product liability insurance program. On request, your group can be listed as a named insured.
- Support services available: free customized "masters" from which to print your sales/promotion materials, free technical assistance in developing helmet programs, Buckle bear items to motivate children to wear helmets.
- Three year repair/replacement guarantee: if helmet is involved in a crash within 3 years.

Helmets	Age	Size**	Colors
Trans-Graphic Child	1-3 yrs	20" to 20-3/4"	White w/ colorful molded graphics (cute animals and vehicles) White foam base
Tumbling Bears Child	1-3 yrs	20" to 20-3/4"	Teal w/bear graphics White foam base
Headwinds Child*	1-3 yrs	20" to 20-3/4"	White, Yellow, Purple, Aqua, Pink White foam base
Headwinds Youth*	2-5 yrs	20-3/8" to 21-1/8"	White, Black, Pink, Green, Purple White foam base
Headwinds Sm.-Adult*	5-12 yrs	21-1/8" to 22-3/4"	White, Black, Pink, Green, Purple White foam base
Headwinds Lr-Adult*		22-3/4" to 23-7/8"	White, Black, Pink, Green, Purple White foam base
"Shocker" Sm-Adult	5-12 yrs	21-1/8" to 22-3/4"	Purple, Black (lightning storm) Black foam base

*Available for Safety Coalition Special Offer

**Measure around head one inch above eye brows

Terms (for all 4 Shinn offers)

- Cycle Products does not take orders under \$100.
- No pre-payment required
- Orders shipped in 2-3 weeks
- A credit application is required of all accounts for which credit is requested.
- Helmets are billed by the manufacturer, Cycle Products Company, and are shipped from one of three warehouses across the country. Cycle Products should appear as the vendor on purchase orders
- A \$395. minimum order for first order includes delivery
- For orders placed from \$100 to \$395, shipping is extra

Shinn State and Local Safety Coalition Special Offer

Headwinds helmets (as specified above)

White, Black, Green, Purple, Pink

Infant, Youth, Sm.-Adult, Lr-Adult

Pricing

\$13.00 each

Lower prices for orders over \$1000.00 - Call for quote

Terms

- For year round programs or schools that involve other schools.
- For non-retail only

Other Program Options: for orders that don't qualify for above offer (orders under \$395.00, non-year round programs, individuals, and schools working alone):

Shinn Direct Quantity Purchase Option

Local group orders helmets (minimum orders of 30) which are shipped directly to the group. Groups can combine orders for larger savings.

Pricing

Headwinds		Shockers		Infants (Trans & Bears)	
Qty.	Price	Qty.	Price	Qty.	Price
30 to 50	\$15.95	30+	\$17.95	30 to 50	\$16.95
52 to 250	\$14.95			52 to 250	\$15.95
252 to 998	\$13.95			252 to 998	\$14.95
1000+	quote			1000+	quote

A "sample pack" of 5 helmets of your choice is available for purchase. Call for details.

Shinn Quantity Purchase Option; Individual UPS Delivery

Local group takes orders and money from families; sends shipping information.

Helmets are shipped directly to families via UPS.

Local group is billed.

Pricing

Headwinds: \$17.95, plus \$3.50 shipping and handling

Shockers: \$19.95, plus \$3.50 shipping and handling

Shinn Individual Purchase Option; Individual UPS Delivery

A local group (PTA, union, service group, company, etc.) will "sponsor" a direct sale offer. Families place orders via an 800-order line or by mail and pay directly by check or credit card. Helmets are shipped to families by UPS. Sponsoring group receives a donation of 5% of sales to support safety programs. (Call for quotes).

Note: Cycle Products does not take orders under \$100.

AMERICAN SAFETY & HEALTH PROMOTIONS LTD.

480 East Rio Road

Charlottesville, Virginia 22901

800-325-8499

Fax: (804) 977-2929

American Safety is the bulk distributor for all American Products.

Features

- ANSI and Snell approved
- An extremely wide array of colors and graphics
- Sizing pads for proper fit
- Round edge chin strap with quick release buckle
- Minimum order of 8
- Crash replacement available
- Custom-made order forms are available to suit your individual program's needs

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Price	Helmet	Size	Colors/Style
1	Dinosaur & Kangaroo	Toddler	White w/neon or purple dinos white w/ Kindly Kangaroo
2	Kids at Play	Child	Caution yellow w/black art and black & white stripe trim
2	Comet	Child	Dark blue w/silver stars and silver reflective trim
2	Shatter Multisport	Youth	For in-line roller skating, skateboarding & biking. White, black, lemon lime, hot pink. Hard shell.
2	Baja Heat	Youth	Black w/multi-neon random colors. Lycra spandex cover. Soft shell
2	Shadow	Youth Adult	White, black, purple and teal
3	Rad 3	Youth	Black w/teal and purple or white w/neon
3	Firestream	Youth	Purple w/flame or black w/flame
4	Horizon	Youth Adult	Purple/pearl white, purple/electric blue or Red/yellow
4	Stealth	Youth Adult	Pearl black, pearl white, pearl electric blue pearl plum, pearl purple
5	Impulse	Youth Adult	Pearl green, pearl black, pearl white, pearl burgundy
5	AirTrax	Youth Adult	Pearl forest green, pearl black, pearl burgundy red, white w/purple & blue flame, or Black w/red & yellow flame

*Helmet styles are designated one of 5 price categories (1 is the least expensive). Price categories correspond to price schedule (see next table).

Price Schedule

Quantity	Price #				
	1	2	3	4	5
A 8-24	\$16.87	\$18.28	\$19.83	\$21.97	\$24.80
B 28-248	\$11.90	\$12.90	\$14.00	\$15.50	\$17.50
C 252-1000	\$11.00	\$11.92	\$12.93	\$14.33	\$16.17
D Over 1,000 helmets, call for quote					

Order in units of 4 for each helmet style. (Shadow orders in units of 8). You can combine any or all helmet models in a single order to achieve volume pricing.

Terms

- Shipping & handling is approximately \$0.70/helmet
- Allow 2-4 weeks for delivery

SAFE MOVES

4204 Glencoe Avenue
Marina del Ray, CA 90292
310-827-7896
fax 310-827-1831
To order call 1-800-810-SAFE

Safe moves is a non-profit organization dedicated to saving children's lives through education. 25% of their profits go directly to the purchase of helmets for low income individuals.

Features

- ANSI and Snell certified
- Removable LimeLight available: Flexible LED blinking light strip, includes battery and four mounting strips.
- Child, youth and adult sizes
- One style: White with red, yellow and green stripes and logo

Price

\$19.95 each Safety Helmet
10% off orders of 24 or more

\$29.95 each Safety Helmet with Removable LimeLight
\$9.95 LimeLight, includes mounting strips

BICYCLE RETAIL SHOPS IN MASSACHUSETTS

Abington	Les Bowles & Cyclery
	Mr. Bicycle
Acton	Pedal Power Bike
	Peter White Cycles
	Action Bike Center
Adams	Sports Plus
Agawam	Axler's Bicycle Corner
	Al's Bicycle Center
Allston	Bicycle Bill
	Laughing Alley
Amesbury	Amesbury Skate & Sport Shop
	Ted Wojcik Custom Cycle Ltd.
Amherst	Bicycle World Too, Inc.
	Valley Bicycles, Ltd.
	UMass Bike Co-op
Andover	MVP Sports
Arlington	The Bike Stops Here
Ashby	Adriens Bike Shop
Ashley Falls	The Bike Doctor
Athol	Dick's Bike Shop
	Impressions
	Labrie Cycle Repairs & Sales
Attleboro	Union Cycle
	Kid's Town
Auburn	Auburn Bike Shop
Barre	Country Bike & Sports
Bedford	King Cycle
	Pro-Motion
Bellingham	Specialty Ski & Bike
	Strand's Ski & Bike Shop
Belmont	Belmont Wheel Works
Beverly	Brown's of Beverly
	National Bicycle Shop
Boston	Beacon Street Bicycle
	Community Bike Shop
	International Bicycle Center
	Eastern Prov. Cycle Co.
	Back Bay Bicycles

	Fererico's Bike Shop
	Madd Bikes
	Little Shop of Bicycles
	Ski Market
	Bernie's Cycle Shop
	Codman Cycle Company
	Ferris Wheels Bicycle Shop
	Jamaica Cycle & Sports
	Frederico's Bike Shop
	South Boston Bike Shop
Bourne	Bourne Bike Shop
Braintree	South Braintree Bike Shop
Brewster	Brewster Bicycle Rental
Bridgewater	B & B Bike Shop
Brighton	Laughing Alley Bicycle Shop
Brockton	Clifford's Bicycle Center
	E.V.'s Bike Shop
	Travis Cycle
Brookline	Brookline Cycle Shop
	Sports Reply
Burlington	Burlington Cycle & Fitness
	The Cycle Loft
Buzzards Bay	Village Cycle
	P & M Cycles
Cambridge	Bicycle Exchange
	Bicycle Workshop
	Broadway Cycle School, Ltd.
	City Sports
	Surf N' Cycle
Canton	Cambridge Cycle Mart
	Steve's Bike Barn
Carver	Carver Cycles
Cedarville	Cedarvill Cycles
Chatham	Chatham Mobil
Chelmsford	Bill & Andy's Inc.
	Chelmsford Cyclery
Chicopee	Mickey's Bike Shop
	Appolo Bicycle Center
Clinton	Delux Bicycle Shop
Cohasset	Cohasset Cycle Sports
Concord	Carr's Concord Sports Shop
Danvers	Free Wheel Cycle
	Western Cycle
Dedham	Dedham Bike

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Dennis	Dennis Cycle
Dracut	Foxco
	Northeast Sports & Cycle
East Douglas	Stormin Norman's Sport Shop
Eastham	Charles Chase
East Longmeadow	Family Bike & Sport
East Sandwich	The Village Shop
Easton	Bike Shed of Easton, Inc.
	Easton Bicycle
Edgartown	Cutler RW
Fall River	Crosby Cycle Company
	Paul's Schwinn
	Wil Anger Jr.
Falmouth	Corner Cycle
Falmouth Heights	Holiday Cycles
Feeding Hills	Bianco & Sons Bicycle Center
Fitchburg	Grimach Cyclery
Florence	F.J. Rogers Company
Framingham	Frank's Spoke & Wheel
	Landry's Cycling & Fitness
Franklin	Bikes Plus
	Crossing Cycle Shop
	Franklin Bicycle
Gardner	O'Neil's Bicycle Shop
	Gariepys Cyclery
	John's Sport Shop
Georgetown	Two For the Road
Granby	Inn Roads Bicycle Tours
Greenfield	Bicycle World
	Waltz Ski & Bike
Gloucester	Giles of Gloucester
	Palazola's Sporting Goods
Grafton	Trek Shop
Great Barrington	Harland B. Foster Inc.
Hadley	Competative Edge Ski & Bike
Halifax	Good Times Cyclery
Hanover	Cycle Logic, Inc.
Haverhill	HR Sawyer's Schwinn
Harwichport	Cape Cod Ski Bike & Scuba
	Dr. Gravity's Kite Shop
	Reel Fun Sports Outfitters, Inc.
Hingham	Freewheelin' Cyclery
Holyoke	Highland Hardware & Bike Shop
Hyannis	Cove Cycle

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

	Pig Cycle
	Hyannis Rental c/o Casade Motor Lodge
Hubbardston	Free Motion
Hudson	Macone Sport Goods
Hull	Allerton Bike Shop
Ipswich	Skol Bicycle Shop
Lanesboro	Tonons Ski Haus
Lawrence	Andover's Schwinn Cyclery, Inc.
	Wheels N' Reels
	Pro Cycles
	Victor Hugo's Bicycle Shop
	Roby Meier Schwinn
Lee	Ed's Bicycle Shop
Lenox	Arcadian Shop
	Mean Wheels Bike Shop
Lexington	Bikeway Cycle
Leominster	Joe's Bicycle Shop
Linwood	Harbor Cycle Center
Littleton	Littleton Bicycles
Ludlow	Cycle Sport
Lynn	Lynn Shore Cycles
	Hollywood Bicycle Shop
Malden	Malden Cycle Center
	Chisolm's Sporting Goods
Manchester	Seaside Cycle
Mansfield	Lawee Eastern Inc.
Marblehead	Marblehead Cycle
Marion	Marion Sports
Marlborough	Ames Family Cycle Shop
	Littleton Cycle
	Steve's Mass Transit
	Marlborough Cycle
Marshfield	Bikeway
Marston Mills	Pedaler Bicycle Shop
Mattapoisett	The Village Peddler
Maynard	Ray & Son Schwinn Cycle
Medfield	Town & Country Bicycles
Medway	Village Bicycle
Melrose	Pro Cycles
Mendon	Ron's Cycle Shop
Middleboro	Merle's Bike Shop
Millbury	D.A.G. Sports
Milford	Milford Bicycle
Milton	Dave's Bike Infirmary

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Nantucket	Young's Bicycle Shop Cooks Cycle Shop Holiday Cycle Shop Nantucket Bike Shop
Natick	Cycle Center Natick Outdoor Store
Needham	Bike Nashbar Outlet Store
New Bedford	Yester'year Cyclery Cesar's Cyclery Leo's Cycle Mart Vandals Cyclery
Newbury	Aries Sports & The Bikery
Newton	International Bicycle West
Newtonville	Ski Haus
North Andover	Hope's Bicycle Sales & Service
North Attleboro	Sirios Bicycle Shop
North Billerica	Neilson's Cycle Shop
Northboro	Everybody's Bicycle/Hobby Shop Northboro BMX Bicycles Park
North Chatham	The Cyclist's Shop Bert & Carol's Lawnmower & Bicycle Shop Momomoy Sail & Cycle
North Dighton	Ray's Bicycle Shop
North Eastham	Idle Times Bicycle
North Easton	The Bike Shed
North Falmouth	Art's Bike Shop
Northampton	Northampton Bicycle Cycle Clinic Peloton, Inc.
Northfield	The Bicycle Barn
Norwood	Norwood Bicycle Depot Day Street Sports Shop, Inc.
Oak Bluffs	DeBettencourt's Bike The Bike Rack Sun & Fun Inc.
Orleans	Orleans Cycle Cape Cod Ski Bike & Scuba
Peabody	Bicycles Etc. Tanner Cycle Supply
Phillipston	New Attitude Bikes & Boards
Pittsfield	Ordinary Cycles Plaine's Ski & Cycling Center
Plymouth	Martha's Cyclery
Pocasset	True Wheel Cycle

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Provincetown	Arnold's Bicycle Shop Bicycles, LTD. Galeforce Bike Rentals Melson's Riding Station
Quincy	Quincy Cycles Quincy Cyclery The Cyclery
Randolph	Bike Express
Reading	Dunn's Bicycle Shop REI
Revere	Central Cycle Inc.
Rowley	Spoke & Chain Bicycle
Salem	Bicycles of Salem
Sandwich	Full Cycle
Saugus	Notheast Bikes Sweeney's Cycle Service
Scituate	Seacoast Cycle
Seekonk	Velo Specialties
Sharon	Mt. Bikes & More
Somerville	Park Sales & Service Ace Wheel Works Fat City Cycles Euro-Cycle
Southampton	Southampton Bicycle Center
Southbridge	Sotar Bicycles
South Dartmouth	Crosby's Bicycle Shop
South Deerfield	Northeast Road Masters
South Grafton	Trek Stop
South Hamilton	Bay Road Bikes
South Lawrence	Cycle Stop
South Tewksbury	GL Cycle & Repair Hillson's Bike Shop
Southwick	Bicycle Dynamics
South Wellfleet	The South Wellfleet General Store Black Duck Sports Shop
South Yarmouth	Yarmouth Bicycle Co. The Outdoor Shop, Inc.
Spencer	Whitco Toy & Bike Co. The Outdoor Shop Yarmouth Bicycle & Fitness
Springfield	Bob's Bicycle Shop Pro Bicycle Shop
Stoneham	City Cycle, Inc.
Stoughton	Stoughton Bike Shop

	Madison USA
Sudbury	Frank's Spoke 'N Wheel Pleasure Products
Sutton	Bicycles Plus
Taunton	Beavais Bicycle Shop Travis Cycle Inc.
Templton	The Hilltop Bike Shop
Tewksbury	Atlas Sporting Goods
Topsfield	The Bicycle Shop
Turner's Falls	D.G. Pedal Power
Tyngsboro	Category 1 Cycle Goods
Vineyard Haven	Cycle Works/Martha's Vineyard Martha's Vineyard Scooter & Bike
Wakefield	Wakefield Schwinn Winters Bike Shop
Waltham	Frank's Spoke 'N Wheel Ski Market Inc. Tom Lyons Inc.
Wareham	Bicycle Peddler
Watertown	Farina Cycles
Wellesley	Wheels of Wellesley Sports Relay St. Moritz Sports
Wellfleet	Idle Times Bike Shop, Inc. Wellfleet Cycles Limited
Westborough	Frank's Bicycle Barn Landry's Cycling Fitness
Westfield	Advanced Cycles New Horizons Sports, Inc.
West Newton	Republic Sporting Goods Wheels of Wellesley Harris Cyclery
West Springfield	Cyclesport
West Yarmouth	All Right Bike & Mower
Westfield	New Horizons Sports
Westport	Westport Bicycle Custom Cycle Country Cycle Bike Shops
Weymouth	The Bicycle Link Columbian Square Bicycle Shop Western Auto
Whitinsville	Baker's Department Store
Whitman	Bike Barn
Williamstown	Mountain Goat

The Massachusetts Bicycle Safety Alliance **BIKE HELMET OPTIONS GUIDE**

Woburn	The Spoke
	Bob Smith Sporting Goods
Wollaston	Lechmere
	Celtic Cycle Crowley
Worcester	Bicycle Alley
	Fritz's Bicycle Shop
	O'Neil's Bike Shop
	Strand's Ski Shop
	Barney's Bicycle
	Eastern Cycle Suppl't Co., Inc.
	Hot Tubes

A Message To Parents

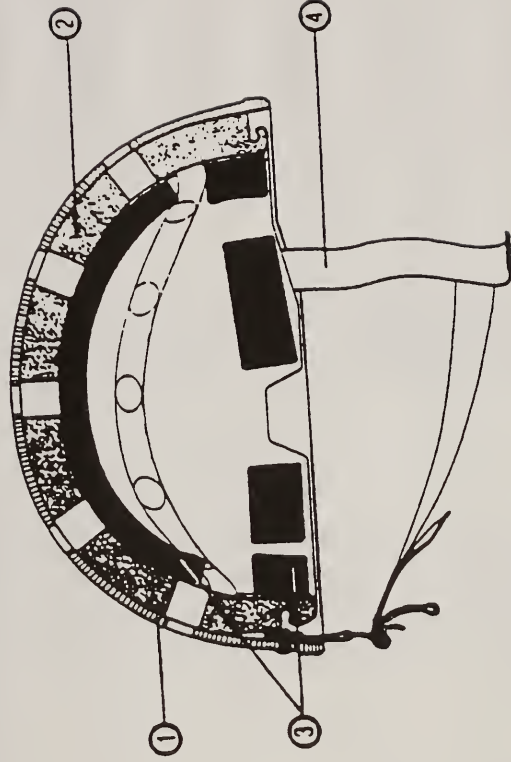
A bicycle is more than just a toy. This year over a half million Americans will be seriously injured in bicycle crashes. Of these, over 600 children will die, most within blocks of their homes. Many of these tragedies can be avoided if the child wears a safe bicycle helmet.

When children fall off bikes, they have a good chance of hitting their heads, the most fragile part of the body. Hands or knees hitting the ground may cause cuts or broken bones. But if your child's head strikes the pavement, even at slow speeds, permanent brain injury may be the result.

Don't let your child be caught crashing without a helmet.

Selecting A Helmet

Keep the following in mind when selecting a bicycle helmet for your child:



1 — The outer shell should be made of hard plastic or fiberglass to resist impact. Choose a bright color for good visibility, so that your child can be more easily seen.

2 — The helmet liner should be made from a hard polystyrene foam, and should not feel spongy when you press on it.

3 — You should be able to adjust the helmet to fit the size and shape of your child's head. Make sure that the helmet doesn't limit hearing or vision.

4 — When adjusted, the chin strap should hold the helmet securely on your child's head. Make sure the helmet cannot be pulled forward over your child's face in an accident.

— Choose a helmet that has a sticker showing that it passes the ANSI safety standard for protection.

— The cost of a safe bicycle helmet may range from \$30.00 to \$50.00.

Bicycle Helmet Fit

Your helmet should fit well and feel comfortable. *Always* fasten the strap. A helmet should sit on top of your head in a level position and should not rock back and forth or from side to side.



NO



NO



YES

